THE NEW
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RELIANCE RETAIL GETS ₹ 7,5K CR FROM US FIRM

Billionaire Mukesh Ambani's Reliance Industries Ltd (RIL) on Saturday said it has received ₹7,500 crore from US private equity firm Silver Lake Partners, which has picked up 1.75 per cent stake in its retail arm — Reliance Retail Ventures Ltd. This is the second billion-dollar investment by Silver Lake in a Reliance Industries subsidiary after the $1.35 billion investment in Jio Platforms announced earlier this year.

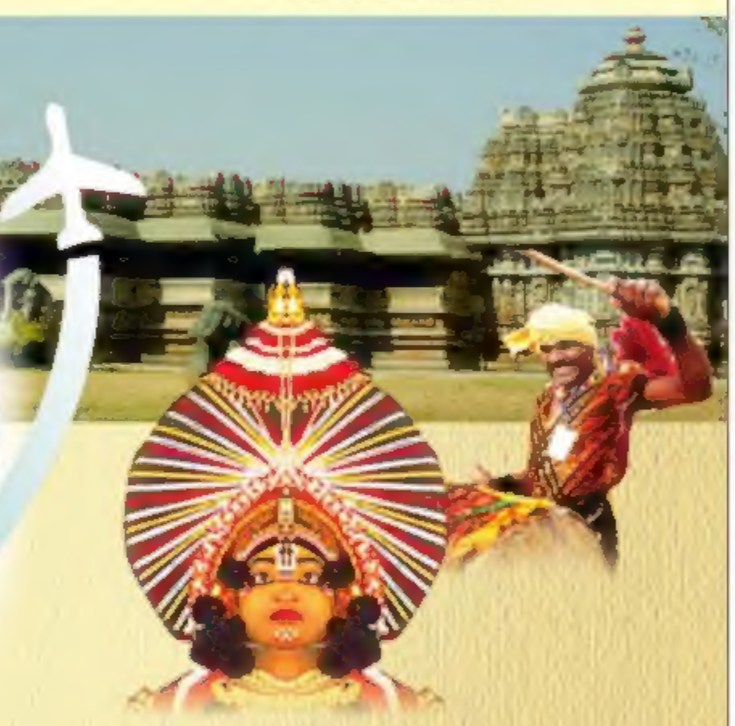
Sri Narendra Modi
Hon'ble Prime Minister

Department of Tourism

Karnataka
One State. Many Worlds.

A New Chapter in the History of
Karnataka Tourism

Sri B. S. Yediyurappa
Hon'ble Chief Minister



Release of New
Karnataka Tourism Policy 2020-25

Your Safety
Our Responsibility
Script Your Adventure

By
Sri B.S. Yediyurappa
Hon'ble Chief Minister
Date: 27.09.2020

"Karnataka is a land of Glorious Tradition, Rich Culture and Artistic Excellence. Nature's exotic playground is a royal retreat for every traveler. The main aim of this new Tourism Policy is to ensure that every visitor to this beautiful land should take back satisfying experiences."
– **C.T. Ravi**, Minister for Tourism, Kannada & Culture and Youth Empowerment and Sports.

Karnataka Tourism Policy 2020-25 Highlights

- Karnataka has unveiled its new Tourism policy, which aims to generate over 10 lakh direct and indirect jobs in the sector and INR 5,000 crore in investments by 2025.
- The Government aims to increase the contribution of tourism from 14.8% to 20% of GSDP by 2025.
- 360° marketing strategy shall be adopted to promote Karnataka in domestic and key international markets and to leverage Karnataka's brand of "One State, Many Worlds" to attract higher tourist footfalls to position Karnataka as a most preferred destination.
- Agri Tourism and Rural Tourism are the core tourism themes of the Policy with the objective to promote not just with agricultural and farming activities but also various aspects of rural life in Karnataka such as local cuisine, culture, traditions, arts, etc.
- Steps to popularize culture of Lambani and Adivasi communities at both national and international levels.
- Comprehensive development of tourism sector in the state with focus on the 5As- Attraction, Accommodation, Accessibility, Amenities and Activities.
- Heritage tourism shall be promoted with focus on the 2Es – Explore and Experience.

WORLD TOURISM DAY 2020 | TOURISM & RURAL DEVELOPMENT

World Tourism Day 27th September, 2020.

UNWTO has designated 2020 as the **Year of Tourism and Rural Development.** Karnataka Tourism will be actively promoting 'Agri Tourism this year to highlight the fascinating facets of Rural Karnataka. While showcasing the exquisite talents of the region the focus is to preserve and have an effect of inclusive development and community participation. Also culture of Lambani and Adivasi communities will be given the needed impetus.

UNWTO

Incredible India

PATA GOLD AWARDS 2020

Karnataka Tourism Crowning Glory

- Script Your Adventure' Campaign of Karnataka Tourism awarded the Prestigious, International, PATA Gold Award – 2020
- Best Stall' Award at the International Tourism Fair held at Madrid.

As is enshrined in our Constitution, to protect and improve the natural environment including forests, lakes, rivers and wild life and to have compassion for living creatures is the fundamental duty of every citizen of the country.